

FILE

FEBRUARY 24

1969

# fashion calendar

29th year • issued weekly

<b>JANUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>FEBRUARY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	<b>MARCH</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>APRIL</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
<b>MAY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>JUNE</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>JULY</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>AUGUST</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
<b>SEPTEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>OCTOBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<b>NOVEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<b>DECEMBER</b> S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CEREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, FEBRUARY 24, 1969</u>			
Saturday Feb. 22- March 2	25TH ANNUAL ANTIQUES SHOW Hours: 1:00 - 11:00 daily; except March 2, 1:00 - 7:00. Admission: \$2.50. Publicity: Pearl Winick, BE. 3-6048.	NATIONAL ANTIQUES SHOW (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 33RD ST.
Sunday Feb. 23- Feb. 28	NEW YORK GIFT SHOW Hours: Sun.: 10:30 A.M. - 7:30 P.M.; Mon.-Thurs.: 9:00 - 6:00; Fri.: 9:00- Noon. By advance registration. Contact: Bob Carman, Little Brothers Shows, 220 Fifth Avenue, 689-7147.	NATIONAL GIFT AND ART ASSN.	N.Y. COLISEUM; PARK-SHERATON HOTEL
Feb. 24	10:30 A.M. - NORMAN NORELL (4th show) 550 Seventh Avenue, CH. 4-5452		
Monday Feb. 24 11:00 A.M.	PRESS SHOW: SPRING COLLECTION (For Release, Tues., Feb. 25.) By invitation. Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Feb. 24- Feb. 28	ISRAEL FASHION WEEK Ready-to-wear collections for men, women, children, including knits, rain- wear, leather, furs, fabrics. Contact: Israel Trade Commissioner, 850 Third Avenue, PL. 2-5600 Ext. 273.	ISRAEL TRADE COMMISSIONER	HILTON HOTEL TEL AVIV, ISRAEL
Tuesday Feb. 25 11:00 A.M.	PRESS PREVIEW: CUSTOM FASHIONS Sophie, with the assistance of Stephen Erklin and Dominic Toubex, will present her Spring-Summer custom-order collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	SALON MODERNE 3RD FLOOR
Tuesday Feb. 25 6:00 P.M.	PRESS SHOWING: AMERICAN DESIGNS "The Young Individualist Salutes Design America"--press show of fashions by young American designers. By invitation. (Customer Show: Thurs., Feb- ruary 27, 6:00 P.M.) Publicity: Gloria Phillips, 675-1000.	FRANKLIN SIMON	4TH FLOOR
Wednesday Feb. 26 11:30 A.M.	PRESS SHOWING: MADE-TO-ORDER FASHIONS Showing of collection by Eric de Juan. By invitation. (For Release, Thurs., Feb. 27.) Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Wednesday Feb. 26 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Showing of Spring junior fashions. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	JUNIOR GALLERY BY NAT HIRSCH	BARBETTA RESTAURANT 321 WEST 46TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Feb. 26	MEN'S FUR COLLECTION "Fabulous Furs for Men"--1969-70 collection designed by Mr. Fred. By appointment. Contact: Al Gompertz, 736-8516. Publicity: Lisa Curtis, 687-7444.	MR. FRED FOR FUR AND SPORT	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
Thursday Feb. 27 4:30 P.M. Champagne	SUMMER COLLECTION IN NEW SHOWROOM Formal showing of cocktail, evening, debutante gowns. By invitation. Contact: Mady Saunders, PL. 5-5529 or 532-5013.	EVA HAYNAL	435 FIFTH AVENUE PENTHOUSE
Thursday Feb. 27 7:30 P.M.	SHOWING OF AFRICAN FASHIONS "Togas From Togo"--children's Spring fashions in textiles woven in Togo, designed by Ada Williams. Guest of Honor: Dr. Alexander J. Ohin, Ambassador of Togo to the U.S. and Canada, and Permanent Representative to the U.N. By invitation. Contact: John Lally, RH. 4-4793.	THE CARAVAN OF EAST AND WEST	CARAVAN HOUSE 132 EAST 65TH STREET
Saturday March 1 12:00 Noon- 8:00 P.M.	FASHION FLEA MARKET AND AUCTION Fund-raising event to benefit Fashion Therapy, Career Course in Harlem, People-to-People, and other programs. Fashions, home furnishings, books, paintings, etc. Auction at 8:00 P.M. Chmn: Mary Brown, Hill & Knowlton. Admission: \$1.00. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	LOYOLA SCHOOL 980 PARK AVE. & 84TH ST
Tuesday March 4 11:00 A.M.	OPENING OF FALL KNIT COLLECTION Preview of imported knits. Produced by Dorothy Summin. By invitation. Contact: Herb Friedland, WI. 7-2170.	CAPRIEL KNIT IMPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday March 4 4:00 P.M.	PREVIEW OF FALL MENSWEAR "Season V"--Fall-Winter collection. By invitation. Contact: William Flink, 226 West 58th Street, 246-7859.	BILL BLASS FOR PBM	PHILHARMONIC HALL LINCOLN CENTER
Tuesday March 4- April 13	OPENING OF REALIST PAINTING EXHIBIT Paintings and drawings by American realist William Sidney Mount (1807-1868). (Press Preview: Mon., March 3, 10:00 - 5:00.) Public Relations: Leon Levine or Doris Palca, 249-4100.	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
Wednesday March 5 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Spring collection by Sony Schotland. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	GOLET ORIGINALS (225 WEST 37TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 5 2:30 P.M.	INTERNATIONAL MENSWEAR DESIGNERS' CONFERENCE Interviews with Oleg Cassini (New York), Antonio Cerruti (Milan), Peter Golding (London), Alexander Shields (New York), Angelo Vitucci (Rome), Robert Weil (Philadelphia). Each designer will state his fashion philosophy and present his current and future fashions. Cocktails at 4:30 P.M. By invitation. Contact: PL. 9-3232.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	HOTEL PLAZA GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 6 11:30 A.M.	PREVIEW OF SPRING FASHIONS BY CUIREL Showing of collection by Gigliola Curiel of Milan. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 6 4:00 P.M.	FALL MENSWEAR SHOWING By invitation only. Contact: Pamela Parker, 563-4920.	JOHN WEITZ (40 WEST 55TH STREET)	FOUR SEASONS 99 EAST 52ND STREET
Saturday March 8- March 16	FIFTY-SECOND INT'L FLOWER SHOW Theme: "The Color of Spring." Hours: 10:00 - 10:00 daily, except March 8, Mar. 9: 1:00 - 10:00. Price: \$2.75; children: \$1.00. Contact: John Clayton, Freystadt Associates, 371 Lexington Avenue, 687-2920.	N.Y. HORTICULTURAL SOCIETY	N.Y. COLISEUM COLUMBUS CIRCLE
Sunday March 9- March 12	FALL 1969 MARKET WEEK "The Look is Boutique". Fashion Shows: Mon., March 10, Tues., March 11, 8:00 A.M., Grand Ballroom, McAlpin Hotel. Dinner-Dance: Sun., March 9, 7:00 P.M., Terrace Room, Hotel New Yorker. Contact: Robert Gur-Arie, 10 West 33rd Street, 594-5130.	BOYS & YOUNG MENS APPAREL MFRS ASSN	HOTEL McALPIN B'WAY & 33RD STREET
Monday March 10 1:00 P.M. and 6:00 P.M.	MEN'S INTERNATIONAL FASHION COLLECTION "Return to Elegance"--Spring-Summer men's international collection. Informal showings: 1:00 - 2:00 and 6:00 - 7:00. Press invited. Open to public. Publicity: Effie Apelast, OX. 5-4000 Ext. 208.	OHRBACH'S	"IN SHOP" DOWNSTAIRS STORE
Monday March 10 3:00 P.M.	SPRING-SUMMER HAIR FASHIONS Presentation of Spring-Summer coiffures. Fashion Director: John Bernard. Press by invitation. Tickets: \$20.00. Contact: Richard at The Carlton, 22 East 62nd Street, 751-6240. Publicity: Marsha Gerber, 136 East 55th Street, PL. 2-2254.	INTERCOIFFURE- AMERICA	HOTEL PIERRE GRAND BALLROOM
Monday March 10- March 15	ITALIAN ACCESSORIES MARKET IN FLORENCE First accessories market showing of luggage, handbags, umbrellas, scarfs, stockings, jewelry, gloves, hats, belts, sunglasses, boutique accessories. Contact: Secretariat, Via Tornabuoni, 1 Florence, Italy.	AC/MA.I.T.	CARLTON; VILLA MEDICI FLORENCE, ITALY
Tuesday March 11 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Preview for press of Bergdorf Goodman's import fashions. By invitation. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 11 3:00 P.M.	SHOWING OF IMPORT FASHIONS By invitation only. Contact: PL. 3-6821.	CHEZ NINON	498 PARK AVENUE SALON
Tuesday March 11- April 27	OPENING OF ART EXHIBIT Paintings, drawings, photographs by Charles Sheeler. (Press Preview: Mon., March 10, 10:00 - 5:00.) Public Relations: Leon Levine or Doris Falca, 249-4100.	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 12 3:00 P.M.	SHOWING OF SPRING-SUMMER FASHIONS By invitation. Contact: Aerial Eweson, 838-4302.	NINA DIMOS	36 EAST 61ST STREET SALON
Thursday March 13 5:30 P.M. - 7:00 P.M.	PRESS PREVIEW: VALENTINO COLLECTION Showing of originals and copies from Valentino's Spring collection. By invitation. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR CONTEMPORA SHOP
Thursday March 13- March 21	"SWEDISH FALL '69" Showings by 17 Swedish designers of women's, men's, children's fashions. By reservation. Contact: Bo Lindner, 661-3300. ( <u>Press Show: Fri., March 14, 10:00 A.M. and 2:30 P.M., by invitation.</u> ) Fashion Show Director: Rosemary Sheehan. Press Contact: Eli Weissman, Swedish Information Service, 161 East 42nd Street, 661-3300.	SWEDISH READY-TO-WEAR MANUFACTURERS	HOTEL GOTHAM INDIVIDUAL SUITES
March 14	10:00 A.M. - SWEDISH READY-TO-WEAR PRESS SHOW, Hotel Gotham. (Second show at 2:30 P.M. See above.)		
Sunday March 16- March 19	MENS FASHIONS FOR FALL '69 Menswear for Fall '69. Contact: Seymour Schimel, Executive Director, NAMSB, 185 Madison Avenue, MU. 9-7420.	NATL ASSN OF MEN'S SPORTSWEAR BUYERS	NEW YORKER HOTEL
Monday March 17 9:30 A.M.	PRESS PREVIEW: IMPORT FASHIONS Spring-Summer European couture fashions and line-for-line copies. By invitation only (invitations will be issued). ( <u>For Release, Tues., March 18</u> ) Also showing, Wed., March 19, 12:45 P.M., by invitation; second show, open to public, 5:45 P.M. ( <u>Westbury, Thurs., March 20, 12:45 P.M., 2nd floor; Bergen Mall, Paramus, Fri., March 21, 12:45 P.M., 2nd floor.</u> ) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Monday March 17 1:00 P.M. - 3:00 P.M.	SPRING-SUMMER COLLECTION Informal modeling at New York store. ( <u>Tues., March 18, 1:00 - 3:00, 155-10 Jamaica Avenue; Wed., March 19, 2:30, 1209 Chestnut Street, Philadelphia; Mon., March 24, 2:30, 40 Winter Street, Boston.</u> ) Open to public. Contact: Mariette Schumacher, 679-8600.	ROAMAN'S	20 WEST 39TH STREET
Tuesday March 18 2:00 P.M.	OPENING OF EARLY FALL COLLECTION Showing of coats, suits, costumes. Also March 20, 25, 27 at 2:00. By reservation. Contact: Miss Lorna or Miss Ruth, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday March 19 4:30 P.M.	"DESIGN AMERICA" FASHION SHOW Fall fabric collection presented in an inspirational group of fashions by young designers--Association for Creative Design America, Inc. Fashion Coordinator: Casey Tolar. Marketing Director: Joseph Gaines. By invitation. Contact: OX. 5-1445.	ALAMAC KNITTING MILLS (1412 BROADWAY)	HOTEL PIERRE BALLROOM
March 20	2:00 P.M. - ORIGINALA (2nd show) 512 Seventh Avenue, BR. 9-8988		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday March 23- March 26	SEMI-ANNUAL SHOE FAIR National Footwear Manufacturers Assn., National Shoe Retailers Assn., Volume Footwear Retailers of America, New England Footwear Association. Contact: Edward A. Launzel, 594-7606.	NATIONAL SHOE FAIR (NEW YORKER HOTEL)	STATLER-HILTON; McALPIN; NEW YORKER HOTELS
March 23- March 28	MEN'S AND BOYS FALL-WINTER APPAREL MARKET Merchandise Mart, Chicago, Illinois, 312-527-4141		
Monday March 24 11:00 A.M. and 3:00 P.M.	INTERNATIONAL SPRING FASHION SHOWS International Spring fashion shows for benefit NYC division American Cancer Society. Chmn: Mrs. Edward F. Futton and Mrs. Edwin I. Hilson. Hon. Chmn: Duchess of Windsor. Prices: \$10.00 (reserved); \$5.00. Public Relations: Alexandre Tarsaidze, Serge Obolensky Associates, 421-8266.	ALEXANDER'S	3RD FLOOR
Beginning Monday March 24	OPENING OF FALL COLLECTION Continuous daily showings of the 1969 Fall collection of imported knit fashions. Contact: WI. 7-8130.	NANNETTE INTERNATIONAL	1410 BROADWAY SHOWROOM - 24TH FLOOR
March 25	2:00 P.M. - ORIGINALA (3rd show) 512 Seventh Avenue, BR. 9-8988		
Tuesday March 25 5:30 P.M.	PREVIEW OF NEW ROOM SETTINGS By invitation. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	8TH FLOOR
Wednesday March 26 11:30 A.M.	CUSTOMER SHOWING OF SPRING FASHIONS Showing of Jerry Silverman collection, designed by Shannon Rodgers. Publicity: Susan Fine, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
March 27	2:00 P.M. - ORIGINALA (4th show) 512 Seventh Avenue, BR. 9-8988		
April 3	PASSOVER (April 3 - 10)		
Saturday April 5- April 13	ANNUAL SHOWING OF AUTOMOBILES Over 600 automobiles from the U.S., France, Great Britain, Italy, Japan, Sweden, Switzerland, West Germany will be displayed. "Wonderful World of Wheels", exhibits by oil companies, tire firms, accessory firms. A day- long symposium, "The Automobile: Now and Tomorrow", sponsored by Society of Automotive Engineers, Wed., April 9. Publicity: Gene Graf or Sandy Sprung, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
April 6	EASTER SUNDAY		
Saturday April 19- April 24	SIXTEENTH ANNUAL SKI TRADE SHOW One-hundred sixty-four member firms will show ski apparel, equipment, footwear, accessories. (Chicago: Fri., March 21-24, La Salle Hotel; Los Angeles: Sat., March 29 - April 2, Ambassador Hotel.) Contact: Ralph des Roches, 689-1266.	SKI INDUSTRIES AMERICA (432 PARK AVENUE SOUTH)	STATLER-HILTON HOTEL 7TH AVE. & 33RD ST.



# 1970

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